

RECYCLE MORE Challenge - Interview

Pewaukee resident, Shannon Carroll - Interviewed 8/16/06

Shannon Carroll is one of those teenagers who you just know is going to change the world. Among her many extra-curriculars at Pewaukee High School, she is a very active member of the Pewaukee Environmental Club. The club has boldly transformed the recycling program at their school, from a few recycling bins two years ago to the current system of recycling bins in every classroom in the school. Shannon took some time out of her busy summer schedule to sit down with former recycling educator Courtney Marschalek to talk about recycling at home and at school.



1 - Why do you think recycling is important?

Recycling shows respect for the Earth. We know our resources aren't unending, so it is smart to recycle.

2 - How will recycling benefit your community, even if you don't win the challenge?

Education about recycling is so important because many people think that recycling is an Urban Legend, that the recyclables never end up getting recycled. The challenge will be successful if people learn more about recycling and realize that recyclables have real value.

3 - What are some of the barriers to recycling that you've encountered? How did you overcome them?

At school there were only so many recycling bins in the school, but a ton of garbage cans. So we put paper and co-mingled recycling bins in every classroom and hallway in the school. We tried to make it as simple as possible - garbage cans are black, paper recycling bins are blue and co-mingled recycling bins are green. People are lazy and if they don't see a recycling bin right away they will throw whatever they have in the nearest garbage can just to get rid of it. Education on recycling has been lacking. People want to recycle, but often they don't know what can be recycled. At home I set up a similar system for recycling. We have one closet where we have three bins for garbage, paper and co-mingled. My mom used to always put the newspapers in plastic bags no matter how often I told her not to. So, I have taken over recycling the newspapers at our house!

4 - Other than recycling, what does your family do to reduce waste?

We compost and we use reusable cups and plates rather than disposables. Recycling is such a big thing that I think a lot of people don't know what they can do to reduce waste.

5 - What do you like about the *RECYCLE MORE Challenge*?

It is designed for everyone, the whole community, not just businesses or schools. Plus, everybody uses items made from recyclables so recycling benefits everyone.

6 - How do you plan to increase recycling at your house?

I'm going to enforce the recycling of aluminum cans! I'm also going to encourage my family to recycle more paper, such as cereal boxes.

7 - If you were running the *RECYCLE MORE* Challenge campaign, how would you get people interested in recycling more?

Make it huge! Get press coverage and cool, exciting sponsors. Free food is key, so get sponsors like Noodles or Qdoba. Pair up with local libraries and have community events. Ask Contact 6 to cover the events and promote the challenge. Watch old episodes of the Apprentice and learn from the tasks on the show!